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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow)	Art Unit: 3688
)	
Serial No.: 09/922,201)	Examiner: Lastra
)	
Filed: August 2, 2001)	STL9-2000-0037-US1
)	
For: SYSTEM, METHOD, AND COMPUTER PROGRAM)	January 22, 2009
PRODUCT FOR SELECTIVELY DISPLAYING)	750 B Street, Suite 3120
INTERNET ADVERTISEMENTS)	San Diego, CA 92101
)	

RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

This responds to the Office Action dated November 25, 2008.

1178-5.AMG